



How to Start An Agency in **60 Minutes**

(Plug & Play)

GROW YOUR
AGENCY



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About GrowYourAgency:

GrowYourAgency is the largest agency education company in the world, and home to a community of thousands of successful beginner, intermediate and advanced agency owners.

About Iman Gadzhi:

Iman Gadzhi, digital marketer and entrepreneur is the founder of GrowYourAgency, and his own digital marketing agency, IAG Media

Introduction:

Starting a business is a daunting proposition.

For most people - and business types - this entails a huge investment, premises, employees, licences, equipment, stock, warehouses, delivery and more.

Luckily for agency owners, starting an agency is a much easier, less imposing and quicker task.

Most SMMAs (social media marketing agencies) don't have employees, an office, stock, equipment, or any start-up costs.

This makes them the ideal business to start for an entrepreneur: there's no capital to risk, and the second you sign your first client, you can start earning money for the business and yourself.

In this guide, you'll learn how to start a digital marketing agency in 60 minutes (or less), and start finding clients straight away.



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Your Name:

Your agency name is the least important aspect of your business.

In the case of Iman Gadzhi, he named his agency after his initials. Many follow a similar convention whilst others go for more abstract names like 'ARES' advertising.

One GrowYourAgency student took a literal approach to naming her agency: 'Take Over My Social'. Make sure your name is simple, easy to search for, and doesn't conflict with an existing brand name.

Find some example agency names from GrowYourAgency students below:

- ▶ Ascension Marketing
- ▶ JFP Media
- ▶ LeadJolt
- ▶ The Offer Agency
- ▶ Strategic B Media
- ▶ Walker Digital Solutions
- ▶ AutoRipple



Your Business:

One of the most common sticking points for beginner or would-be agency owners is the idea that you need to 'register' your business.

Most countries permit individuals to trade using the name of a business as a 'sole trader', without requiring registration. You wouldn't expect a gardener or a window cleaner to register as a formal business.

You can still sign contracts, take payments, and pay contractors as a sole trader. So there's no excuse not to start looking for clients!

And whilst there are numerous benefits to registering as a business - and you should aim to do so - you do not need to register your business once you start trading initially.

If you earn money as a sole trader, you will have to pay tax on your income. Once you sign a client, you might wish to register a business. In most countries, this is easy and can be done online.

For example, in the United Kingdom, you would register via the [government website](#). This would allow you to trade as a limited business: a distinct legal entity from yourself as an individual.

This would mean the business would have its own bank account and liabilities. If you start the business as the sole shareholder and director, you will have a list of responsibilities for the business, such as making sure you complete your accounts and pay corporate tax.

Your Service:

'SMMA' is a bit of a misnomer for the type of agency we're talking about here. Whilst many offer 'social media marketing' - it's possible to offer nearly any service through your agency.

We recommend services within digital marketing, for example:

- Content creation
- Social media management
- User-generated content
- Facebook advertising
- Google advertising
- Email marketing
- SEO
- Website design and creation



These services can broadly be split into two categories:

◆ Results Based Services

These are services that produce a tangible result. For example, with Facebook or Google Advertising, you can directly attribute your actions and budget spend to results. To some extent, you can do the same with email marketing or SEO.

Results based services are traditionally more difficult to provide, requiring more expertise, but command higher prices.

◆ Convenience Based Services

If you offer convenience-based services, you're taking away work that the client may already be able to do themselves. For example, most business owners can run their own Instagram accounts, or create content.

As well as doing this to a higher standard, the most compelling reason you can make to a business owner is that they will save time doing it.

For this reason, convenience-based services are easier to offer but are more difficult to charge higher retainers for.

How do you offer a service?

Don't worry about being an expert in the service you choose to offer.

It's possible to offer Facebook advertising or email marketing without ever having done either before.

Running an agency means that you curate work - not create it. Offering work as a freelancer to a business means that you do it to yourself, running an agency means that you manage the delivery of the service.

For example, if you pitch a client that you will design a new website for their business, your job as the agency owner is to take the specifications for work required, take payment, manage communication, and ensure a high-level of work is completed. Not to do the work.

You can hire a contractor to complete this work for you. As the agency owner, you run the risk of an unhappy client, and bear responsibility for the successful completion of the work. In return, you get to keep the difference: the profit!

How do you find a contractor?

Contractors are everywhere! A simple browse through UpWork.com, Fiverr.com or other marketplaces will find you a whole host of highly specialised contractors ready to jump at your project.

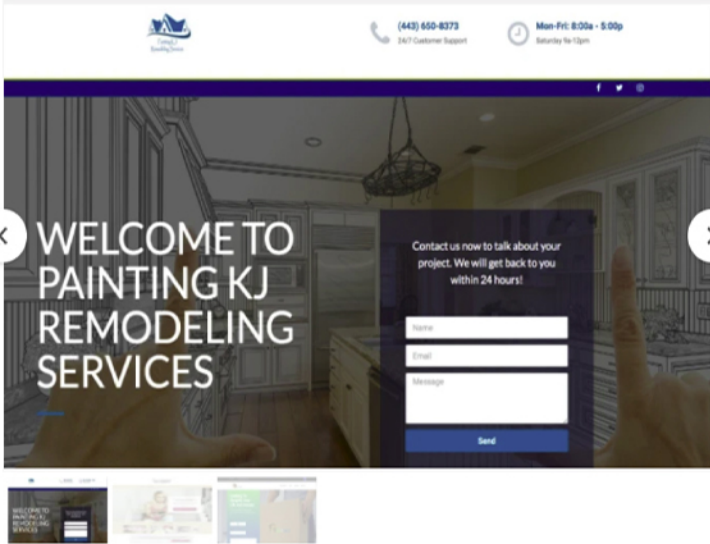
Let's say you manage to sell website design to a business, all you would have to do is go to Fiverr.com and search for this service.

You could offer your client an entire eCommerce store (which are notoriously difficult to build) for £3,000, and hire this contractor to perform the service:

Graphics & Design > Website Design

I will create a modern wordpress website design

 paulgillaspie **Top Rated Seller** | ★★★★★ 5 (187) | 4 Orders in Queue



Basic	Standard	Premium
		E-Commerce €311.21
Full e-commerce and application design. MESSAGE BEFORE ORDERING. WANT TO DISCUSS ALL DETAILS.		
🕒 14 Days Delivery 🔄 5 Revisions		
✓ 4 Pages/Screens ✓ Responsive Design ✓ Prototype		
Continue (€311.21)		
Compare Packages		
Contact Seller ▼		

Your niche:

A 'niche' is the industry area that you operate in.

For example, your agency may work exclusively with Tattoo Parlours to create websites, or Skincare businesses to sell their products via eCommerce stores.

There are multiple benefits to working within a single niche:

◆ It's Easier to Become an Expert

If you work with multiple businesses within a specific industry, you will soon learn the unique challenges they face, what works, and what doesn't.

For example, you may learn that one particular piece of Facebook ad copy works well with real estate agents, and use similar copy across multiple clients. You may also learn that for legal practices, there are certain regulations you must follow with lead generation, and understand how to do this.

◆ It keeps Things Simple

Working with multiple clients quickly gets complicated. But working with clients in a single niche means that you can replicate work processes, communication styles, funnels, software and more allowing you to scale more easily.

◆ It Makes Finding Clients Easier

Did you know real estate agents are easy to get on the phone? And that dentists respond better to emails?

By working with people in the same industry, you'll learn how to generate leads more easily, how to perform outreach, and how to convert leads into clients.

◆ You'll get a reputation

Not only will you be able to create a compelling case study to show potential clients, you'll also be able to create a brand within your niche.

A lead that visits a website that demonstrates cachet and social proof in their industry is far more likely to convert.

Here are the most common niches with the GrowYourAgency community.

- ▶ eCommerce
- ▶ Real Estate
- ▶ Restaurants
- ▶ Gyms
- ▶ Personal Trainers
- ▶ Business Consultants
- ▶ Medical/ Health
- ▶ Spa, In-Person Treatments
- ▶ Dental
- ▶ Legal
- ▶ Watch Dealers
- ▶ Home Improvement
- ▶ Automotive
- ▶ Car Dealerships
- ▶ Pest Control
- ▶ SaaS
- ▶ Info Products
- ▶ Publishing
- ▶ Hotels
- ▶ Publishing
- ▶ Home Improvement

◆ How to Decide Your Niche

Do you already work in one industry? For example, hospitality? This is an easy transition, not only do you understand the needs of those in the industry, you probably already have a number of contacts to who you can reach out to.

Failing this, what are your interests? Do you love cars? Can you speak the lingo? Try the automotive industry!

Your Brand:

Before you start reaching out to potential clients, you'll need to establish an online presence - or brand - for your agency.

Most of the time, this takes three forms:

- A domain
- A website
- An email address

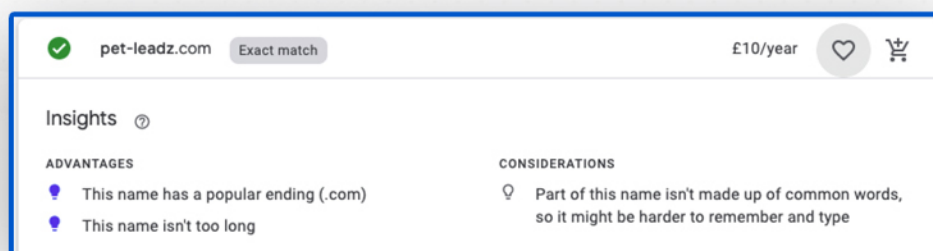
But you could also choose to create an Instagram page, Facebook page, or LinkedIn page for your agency.

Your Domain

Once you've chosen the name for your agency, choosing your domain is as simple as finding one which matches your name. Don't get too hung up on making it match perfectly and always aim for a .com address.

For example, if you have named your agency 'PetLeadz', you would be better off purchasing the domain 'pet-leadz.com' than 'petleadz.io'.

Whilst there are multiple domain outlets, we recommend using [Google Domains](#) where you could purchase the above domain for just £10 a year.



Your Website:

Designing a website for your agency isn't a daunting process: there are hundreds of website builders with free templates.

For example ClickFunnels - which is available with a **14-Day Free Trial** - offers multiple templates for agency or consulting businesses.

Wix.com also offers a [large library of templates](#).

Creating your website is as simple as changing the name on the template, uploading a logo and writing some simple copy to reflect the service you offer, and the industry - or niche - you offer it to.



Your Email:

If you have used Google Domains, the next step to creating your email is a simple one

Custom email 

£4.60/user/month



Google Workspace

Business Starter 

Look more professional with custom email like **you@pet-leadz.com**

You'll also get tools like shared calendars, docs, online storage, and more to help keep your business running smoothly

In the checkout stage, just custom email and Google will create a Google WorkSpace account for you, complete with a Google Drive.

Next Steps:

Now you have a fully-fledged, legitimate agency - it would be impossible for anyone to tell that it had taken you under an hour to create!

And if you followed all the steps inside, it cost you less than £30 to start.
Of course, now, it's time to find clients!

Stay tuned for the next instalment of Whale Season to find out how to generate leads for your agency.